

1. Name of Registrant

*Ruder Finn & Rotman*

2. Registration No.

*1481*

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ Initial Statement

☐ Supplemental Statement for \_\_\_\_\_

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☒ Other purpose (specify) *New program for*  
*AB Volvo*

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

*letter of agreement*

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

*Public relations support for the Chairman of Volvo*

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The undersigned swear(s) or affirm(s) that he has (~~they have~~) read the information set forth in this amendment and that he is (~~they are~~) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (~~their~~) knowledge and belief.

Abraham V. Rutz TREASURER

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Subscribed and sworn to before me at New York, New York  
this 11th day of March, 19 87 Patricia L. Moglia  
(Notary or other officer)

My commission expires February 17, 1988

PATRICIA L. MOGLIA  
Notary Public, State of New York  
No. 41-6848212  
Qualified in Queens County 88  
Commission Expires Feb. 17 19\_\_

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant <i>Ruder Finn &amp; Rotman Inc. 110 East 59th Street, New York, N.Y. 10022</i>	2. Registration No. <i>1481</i>
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3. Name of foreign principal <i>AB Volvo</i>	4. Principal address of foreign principal <i>S-405 08 Goteborg Sweden</i>
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5. Indicate whether your foreign principal is one of the following type:

- ☐ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☒ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other (specify) \_\_\_\_\_
- ☐ Individual—State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal

*Volvo is a diversified transportation company.*

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b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

**publicly owned company**

Date of Exhibit A

Name and Title

ABRAHAM J. PERITZ, TREASURER

Signature

*Abraham J. Peritz*

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
<i>Ruder Finn &amp; Rotman Inc.</i>	<i>AB Volvo</i>

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

*public relations counsel*


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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

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6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
	ABRAHAM D. PERITZ TREASURER	

<sup>1</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of the Government of a foreign country or a foreign political party.



RUDER FINN & ROTMAN

August 22, 1986

Mr. Bo Ekman  
AB Volvo  
S-405 08 Goteborg  
Sweden

Dear Bo:

As you suggested, I am writing this letter to outline our program concepts and to summarize briefly the points we covered at our meeting in New York.

We very much appreciated your taking the time after a hectic flight to review our activities to date. Our discussions were most helpful in clarifying the procedure we should follow in the work we are doing for Pehr. As you know, we have been following the outline of my letter to Pehr of June 23 and have already accumulated a substantial amount of material which we feel can be helpful. I am sending along to you and Pehr materials which I hope will be useful as background for our September 1 meeting.

1. Our focus this summer has been on defining the key issues around which we can build a strong platform for Pehr in the States. Our thinking has been based on Pehr's initial conversations with us which we tape-recorded, and on our research into topics which are of pressing concern in the U.S. This platform will be a springboard to telling the Volvo story to influentials here -- via articles authored by Pehr on Volvo's experience and philosophy in these areas, speeches, media interviews, etc.
2. To ensure that you and Pehr are constantly updated on the opinion environment in the U.S., we are going to provide a monthly report on statements made in the American business community on these and related key issues which we know Pehr is interested in. This will include articles in important publications,

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or reports which are issued by various organizations, important books which bear on these issues, developments in Washington, etc. We do not want to deluge you with reams of paper so we will take care to be selective and restrict our reports to brief summaries. We feel that this information can be most helpful to Pehr as he considers how he might want to position himself and his ideas in interviews, articles, speeches, etc.

3. An additional thrust will be to identify events which could provide important opportunities for Pehr. When we met you explained the importance of Pehr's speech to the New York Harvard Club as the occasion on which the whole idea for the European Roundtable originated. There are at least a half dozen major platforms in which Pehr would be a welcome speaker in the course of the year. Some of those which come to mind are the Detroit Economic Club, the Commonwealth Club, the Washington Press Club, the Houston Rotary, etc. -- all of which involve long lead times for scheduling. There are other forums which have a shorter lead time which can be equally important, depending on the nature of the message being delivered. At our next meeting in Goteborg, we'd like to decide with Pehr on one or possibly two topics on which he feels he would like to make a major address in the U.S. in the coming year.

To help us in exploring these specific opportunities, we would need as detailed a biography as possible, including not only Pehr's personal history, but also a listing of boards that he is or has been on, major articles he has written or speeches he has delivered, or anything else that might be useful in our discussions with the U.S. media.

4. Equally important is the opportunity to write bylined articles. The obvious targets are Fortune, Harvard Business Review, Across the Board, Leaders, Newsweek, etc. The main question centers on the issues we've identified which we think Pehr would like to focus on first for article development. We think it would be helpful if we draft articles based on interview sessions with Pehr which we would tape record and edit.
5. We briefly outlined for you the material that Pehr's office has sent to us -- mostly transcripts of speeches he has made over the last couple of years. As you mentioned, some further information could be helpful to our efforts, e.g. the Harvard Club speech which was key to the European Roundtable development. We would look forward to any background papers you might be able to give us.



6. We agreed that we want to make the most of Pehr's trips to the States and set up, if possible, two or three key interviews per trip. We will, naturally, keep very much in mind that Pehr's schedule is difficult, and we must be prudent about the interviews we suggest. But we will plan to suggest meetings with important editors, with members of the financial community, or other key influentials involved in one way or another with the kind of issues with which Pehr is identified. To do this it would be helpful if we could have some kind of schedule of Pehr's planned trips to the U.S. in the next few months.
7. In terms of editorial contact, as you mentioned in our meeting, we will place particular emphasis on television opportunities. When we are in Sweden on September 1, we would like to review with you a few possibilities that could be arranged for Pehr's next trip to the U.S. In advance of any television interview, we would like, of course, to have a rehearsal with Pehr in our own offices where we have video equipment, etc.
8. We talked about "Dignity at Work" and you indicated that you do have several hundred copies that could be distributed. The book is so lovely and conveys so well Volvo's commitment to a strong corporate philosophy about workplace values, that it would be most helpful in generating press interest. We would like to have as many copies as you can make available.
9. We talked about Volvo's role in the arts and suggested that it would be an excellent idea for Volvo to join the Business Committee for the Arts, the most important organization of business leaders committed to the arts in the U.S. We will include in our materials for the September 1 meeting some detailed information about the BCA.
10. We also discussed the possibility of stimulating interest at a major art or general interest magazine in writing an article on Volvo headquarters with a focus on architecture, the Jennifer Bartlett work and the comprehensive design concept embodied in the building. We will pursue this with the appropriate publications. In the meanwhile, if there are any photographs that you have of the artwork or the building, it would be very helpful to us if you could send them to us.

11. While we recognize that Volvo addresses its financial community needs through an ongoing program we would like to be helpful to Pehr in establishing relationships with key people on Wall Street. On a regular basis we would like to provide you with comments from key analysts and Wall Street influentials. Additionally, when Pehr is in the U.S., we would like to arrange for him to meet with prominent people from the financial community.

To date we have concentrated our efforts on outlining the structure of our activities and in fleshing out the issues which Pehr has identified. We need to focus on these issues which are of special importance to the American community as a way of telling the Volvo story most effectively, and in a way which will stimulate substantial media interest. We are looking forward to our meeting on September 1 which we are sure will enable us to move forward into the next phase of our program.

As we discussed, we need to have for the U.S. Justice Department a signed copy of this letter as confirmation of our arrangement. As outlined in my letter of June 23, our budget for the period from June 16 through December 31, 1986 is \$100,000 plus minor out of pocket expenses. We are billing you for our time on a monthly basis of \$13,846. I am enclosing an extra copy of this letter for you, and we would be grateful if you could sign both copies, keep one for your files, and return the other to us to forward to the Justice Department.

Thanks very much. We look forward to seeing you and Pehr on September 1.

Regards,

*Kathy Bloomgarden*

Kathy Bloomgarden, Ph.D.  
Executive Vice President

KB:bg  
Attachment

Accepted by:

*John E. Keenan*  
for AB Volvo

Date:

1.9.1986